

Appl. Serial No. 09/872,353.

Amdt. Dated 2/21/2008

Response to Office action dated 11/01/2007

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Law Group LLP**REMARKS/ARGUMENTS*****The Non-Final Office Action***

In the above-mentioned non-final Office Action, claims 319, 343, 367, 390 and 421 were rejected as failing to comply with the written description requirement, claims 331, 355, 378, 401 and 431 were rejected as failing to comply with the written description requirement, claims 314, 316-320, 325, 330-332, 336-339, 341-344, 349, 354-356, 361-367, 372, 376-379, 383, 385-390, 395, 400-402, 406, 408-416, 418-425 and 430-437 were rejected as being unpatentable over U.S. Patent 5,462,488 (McKillip), claims 315, 321-324, 333-335, 340, 345-348, 357-359, 368-371, 380-382, 384, 391-394, 403-405, 407 and 417 were rejected as being unpatentable over McKillip in view of U.S. Patent 5,407,718 (Popat); claims 328, 98, 428 and 429 were rejected as unpatentable over McKillip in view of (U.S. Patent 5,622,758 (Hollis); and claims 326, 327, 350, 351, 373, 374, 396, 397, 426 and 427 were rejected as unpatentable over McKillip in view of U.S. Patent 4,703,317 (Hickenbotham).

In response to the Office Action, claims 314, 331, 378, 401 and 431 have been amended and claims 319, 332, 343, 355, 367, 390 and 421 have been cancelled without prejudice or disclaimer.

***Printable Business Card Sheet Has No "Tractor-Feed Perforations"***

An example of "tractor-feed perforations" is shown in McKillip by holes 91 in FIGS. 6, 7 and 11, and are provided to cooperate with "a tractor feed mechanism typically used in association with printing apparatus." (Col. 3, lines 13-15). "[T]he holes serve to facilitate use of integrated card and business form assembly 20 on conventional business equipment which may require such holes for transmission via a tractor feed mechanism." (Col. 9, lines 3-5). Referring to FIG. 12 and the explanatory portions of the specification, the embodiment disclosed therein is constructed to be sheet-fed into and through a printed or copier and not transmitted through business equipment using a tractor feed mechanism. Thus the sheets is illustrated in FIG. 12 (and other figures) are disclosed

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as being free of tractor-feed perforations. The specification has accordingly been amended. Thus, claims 331, 378, 401 and 431 as amended are patentable.

#### *No Rupturable Capsules*

Claims 319, 343, 367, 390 and 421 have been cancelled without prejudice or disclaimer. Thus, the rejections of those claims for failure to comply with the written description requirement are moot.

#### *Ultraremovable Adhesive*

Independent claim 314 has been amended to include the limitations of dependent claim 332 (and claim 332 has been cancelled). Independent claim thus now includes that "the ultraremovable adhesive provides only partial contact with the cardstock sheet construction and the partial contact prevents the ultraremovable adhesive from becoming permanent over time". Independent claim 356 includes that the ultraremovable adhesive is a "suspension-polymer ultraremovable adhesive."

In the rejections of these claims on page 5 of the Office Action, it states "[t]he ultraremovable adhesive is deemed to be a suspension polymer ultraremovable adhesive with a primer coat between the ultraremovable adhesive and the liner sheet (*col. 7, lines 35-47*).” No explanations were provided in the Office Action (a) as to why the McKillip adhesive was construed (“deemed”) to be an “ultraremovable” adhesive, (b) as to why the McKillip adhesive was construed to be a “suspension polymer” ultraremovable adhesive or (c) as to why the McKillip adhesive was construed to “provide only partial contact with the cardstock sheet construction” which “prevents the ultraremovable adhesive from becoming permanent over time.”

McKillip *col. 7, lines 35-47*, does not disclose that the “adhesive means 28” is an ultraremovable adhesive as would be understood by one skilled in the art from the present application and as has previously been discussed at length by Applicants in prior responses in this

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application. In particular, the meaning of “ultraremovable adhesive” is set forth in Dr. Ugolick’s Declaration filed on September 14, 2006 and whose entire contents are hereby incorporated by reference. An ultraremovable adhesive is a removable adhesive that does not become permanent over time.

In contrast, McKillip says that the adhesive means 28 is “preferably a pressure sensitive adhesive, such as acrylic based permanent adhesive or a removable rubber based adhesive – although other types of conventional adhesives are also contemplated for use.” These are not “suspension-polymer ultraremovable adhesives” nor are they “ultraremovable adhesives that do not become permanent over time.” Furthermore, McKillip’s acrylic-based permanent adhesive is a permanent adhesive and not one which does not become permanent, and the “removable rubber based adhesive” is not a suspension polymer. Additionally, an ultraremovable adhesive is not a “conventional adhesive.” Thus, independent claims 314 and 356 are patentable over McKillip. (Dependent claims 316, 325, 349, 356, 365, 372, 379, 389, 395, 402, 418, 425 and 432 are also patentable over McKillip.)

***Primer Coat and Primer-Coated Liner Sheet***

Independent claim 363 includes “a primer coat between the ultraremovable adhesive and the liner sheet,” and independent claim 387 includes that the liner sheet is “a primer-coated liner sheet.”

McKillip nowhere mentions, discloses or suggests a primer coat between the adhesive 28 and the “liner sheet” 22. As an example, the words “primer” or “primer-coated” are not even used in McKillip. Rather, the adhesive is applied directly to the upper surface 37 of the “liner sheet” 22, as disclosed in col. 7, lines 35-47, and as shown in FIGS. 4 and 6. Thus, withdrawal of the rejections of independent claims 363 and 387 is in order. (Dependent claims 317, 318, 320, 341, 342, 344 and 366 are also patentable over McKillip.)

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**SoCal IP**  
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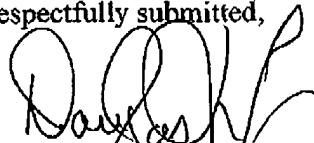
Independent claim 413 includes "a weakened fold line in the cardstock sheet construction and across the one of the at least one printable and foldable card." (And dependent claim 414 says that the "fold line is a score line.") The Office Action does not describe where McKillip discloses this weakened fold line across the card, but merely says near the bottom of page 4 that the "card is deemed capable of being folded." Thus, withdrawal of the rejection of claim 413 is in order.

***Conclusions***

In view of all of the above, it is respectfully submitted that the present application is now in condition for allowance. Reconsideration and reexamination are respectfully requested and allowance at an early date is solicited.

The Examiner is invited to call the undersigned patent counsel for Applicants at counsel's new phone number ((805) 230-1350 ext 244) to answer any questions or to discuss steps necessary for placing the application in condition for allowance.

Respectfully submitted,



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